



(12) **United States Patent**
Mallinson

(10) **Patent No.:** **US 9,473,820 B2**
(45) **Date of Patent:** ***Oct. 18, 2016**

(54) **MEDIA FINGERPRINTING FOR CONTENT DETERMINATION AND RETRIEVAL**

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(71) Applicant: **Sony Computer Entertainment Inc.**,
Minato-ku (JP)

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(72) Inventor: **Dominic S. Mallinson**, Redwood City,
CA (US)

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(73) Assignee: **Sony Interactive Entertainment Inc.**,
Tokyo (JP)

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

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(21) Appl. No.: **14/981,562**

(22) Filed: **Dec. 28, 2015**

(65) **Prior Publication Data**

US 2016/0112762 A1 Apr. 21, 2016

Related U.S. Application Data

(63) Continuation of application No. 12/752,979, filed on
Apr. 1, 2010, now Pat. No. 9,264,785.

(51) **Int. Cl.**

H04N 5/445 (2011.01)
H04N 21/4722 (2011.01)

(Continued)

(52) **U.S. Cl.**

CPC **H04N 21/4722** (2013.01); **G06F 17/30023**
(2013.01); **G06F 17/30026** (2013.01);
(Continued)

(58) **Field of Classification Search**

CPC H04N 21/26291; H04N 21/41316;
H04N 21/4722; H04N 21/4725; H04N
21/4728

See application file for complete search history.

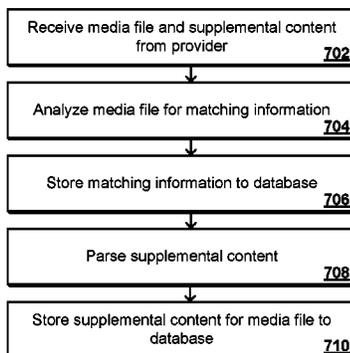
Primary Examiner — Junior Mendoza

(74) *Attorney, Agent, or Firm* — Martine Penilla Group,
LLP

(57) **ABSTRACT**

Audio fingerprinting and other media matching technologies
can be used to identify broadcast media, such as television
shows and radio broadcasts. A user device can record image,
audio, and/or video information and upload information to a
matching service that is able to use matching technology to
identify the media and provide supplemental content or
information to the user. The user might receive information
identifying a product in an advertisement, identifying an
actor on screen in a movie at a particular time, or other such
information. In some embodiments, the user can receive
access to a digital copy of the captured media, such as the
ability to download a copy of a program in which a user
expressed interest. Since a user might capture media infor-
mation after the point of interest, a device can buffer a
window of recently captured media in order to attempt to
identify the intended media.

20 Claims, 5 Drawing Sheets



700

(51) **Int. Cl.**
G06F 17/30 (2006.01)
G06K 9/00 (2006.01)
H04N 21/44 (2011.01)
H04N 21/8352 (2011.01)
H04N 21/218 (2011.01)
H04N 21/2225 (2011.01)
H04N 21/232 (2011.01)
H04N 21/233 (2011.01)
H04N 21/81 (2011.01)

(52) **U.S. Cl.**
 CPC ... **G06F17/30041** (2013.01); **G06F 17/30044**
 (2013.01); **G06F 17/30386** (2013.01); **G06K**
9/00758 (2013.01); **H04N 21/218** (2013.01);
H04N 21/2225 (2013.01); **H04N 21/232**
 (2013.01); **H04N 21/233** (2013.01); **H04N**
21/44008 (2013.01); **H04N 21/812** (2013.01);
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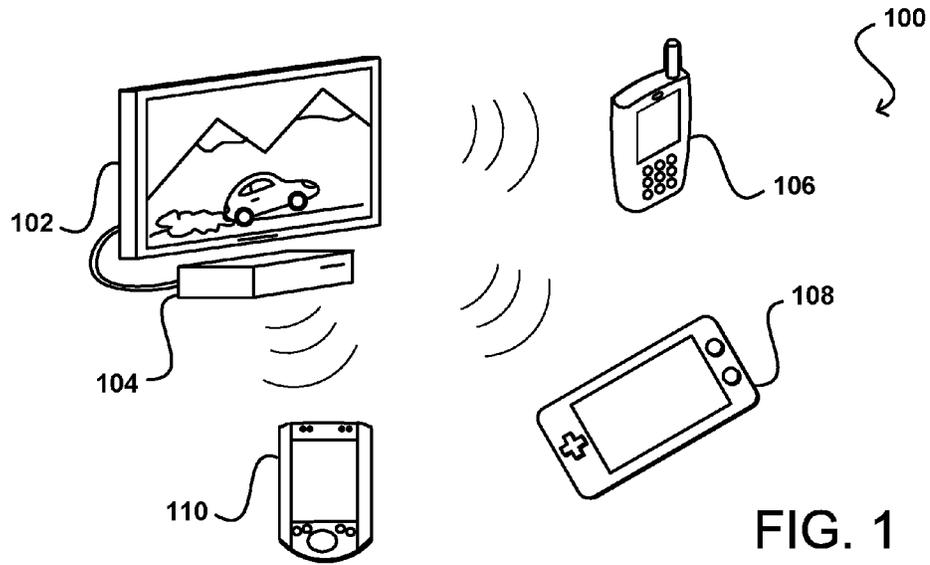


FIG. 1

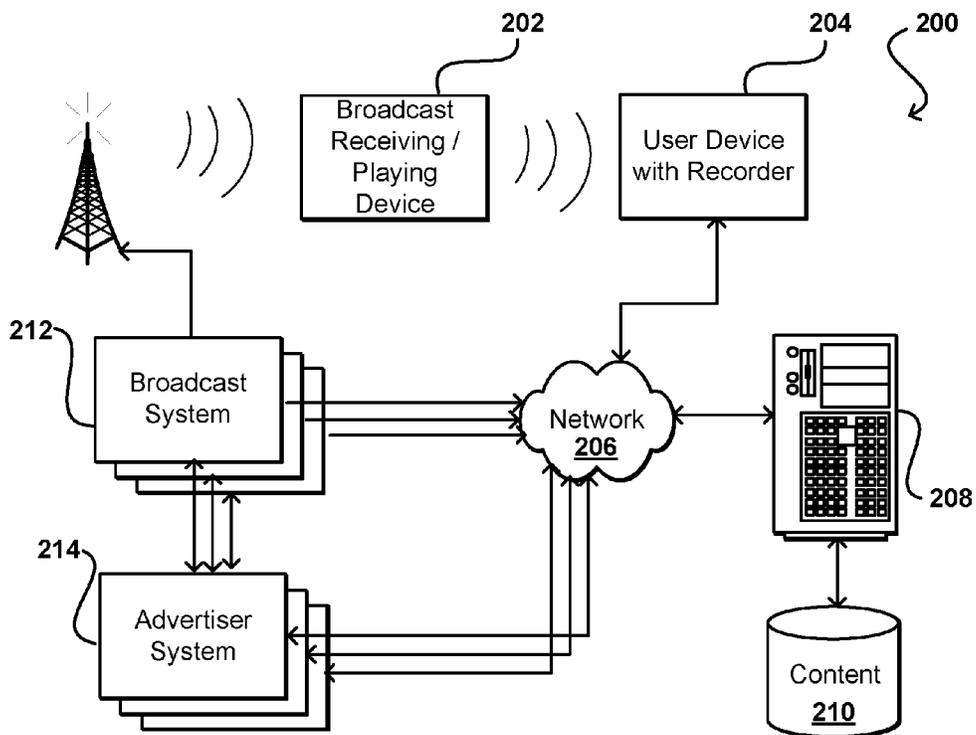


FIG. 2

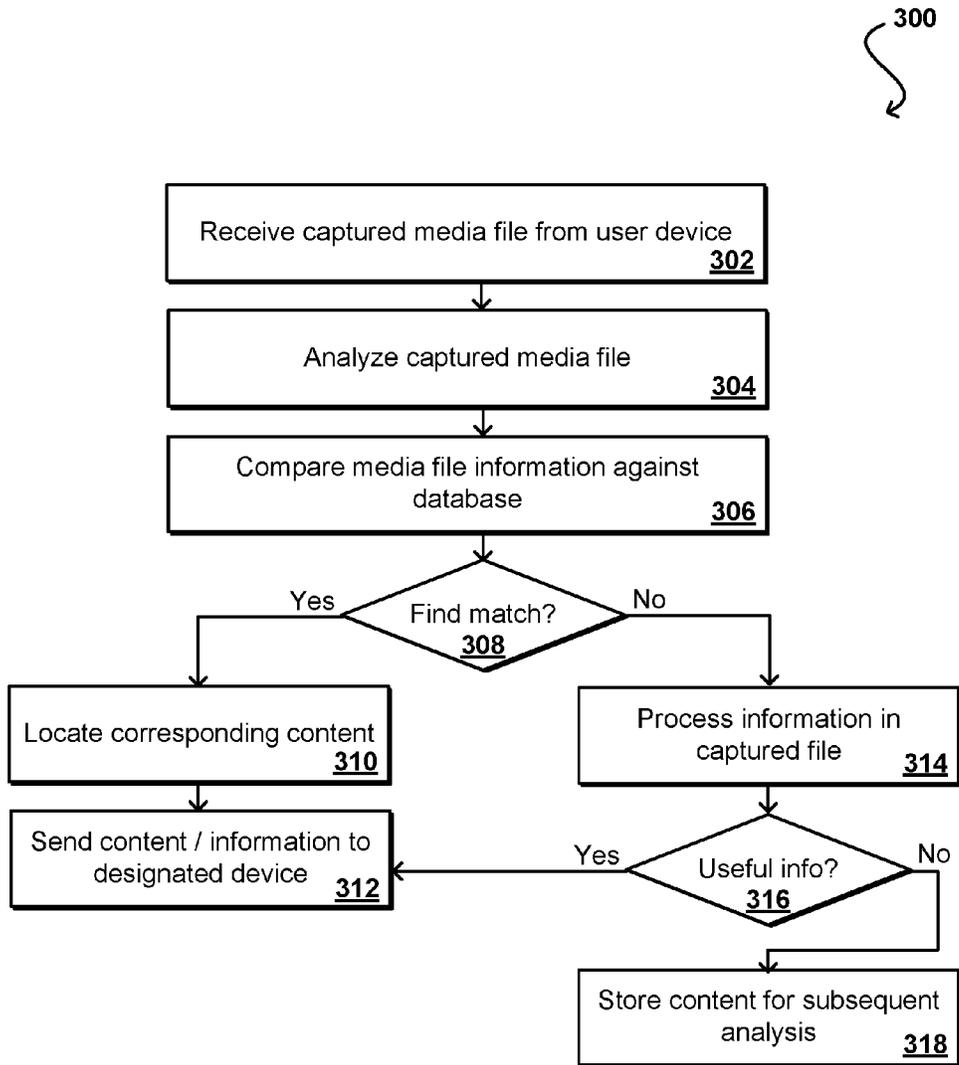


FIG. 3

Media Located!

You were watching a commercial for:



2010 Compact RS

Suggested 24 MPG in town, 36 MPG highway
Special rebates and incentives apply
See your local dealer for pricing and details

[Get more information](#)

400, 402, 404, 406

FIG. 4

Media Located!

You were watching:



Plan 9 from Outer Space

Year: 1959
Genre: Sci-Fi / Horror
Director: Ed Wood
Stars: Gregory Walcott, Mona McKinnon, ...
(more)

[Download this movie now](#)

500, 502, 504, 506

FIG. 5

Media Located!

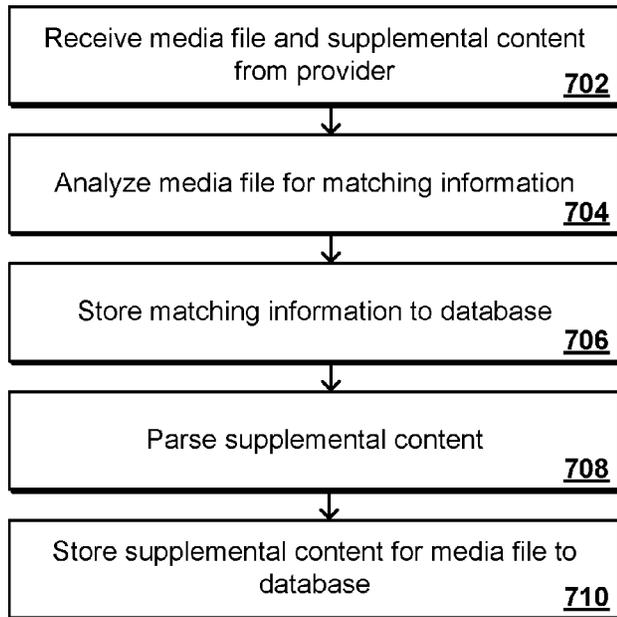
Were you interested in:

Plan 9 from Outer Space
Type: Movie
Genre: Sci-Fi / Horror

2010 Compact RS
Type: Commercial
Product: Automobile

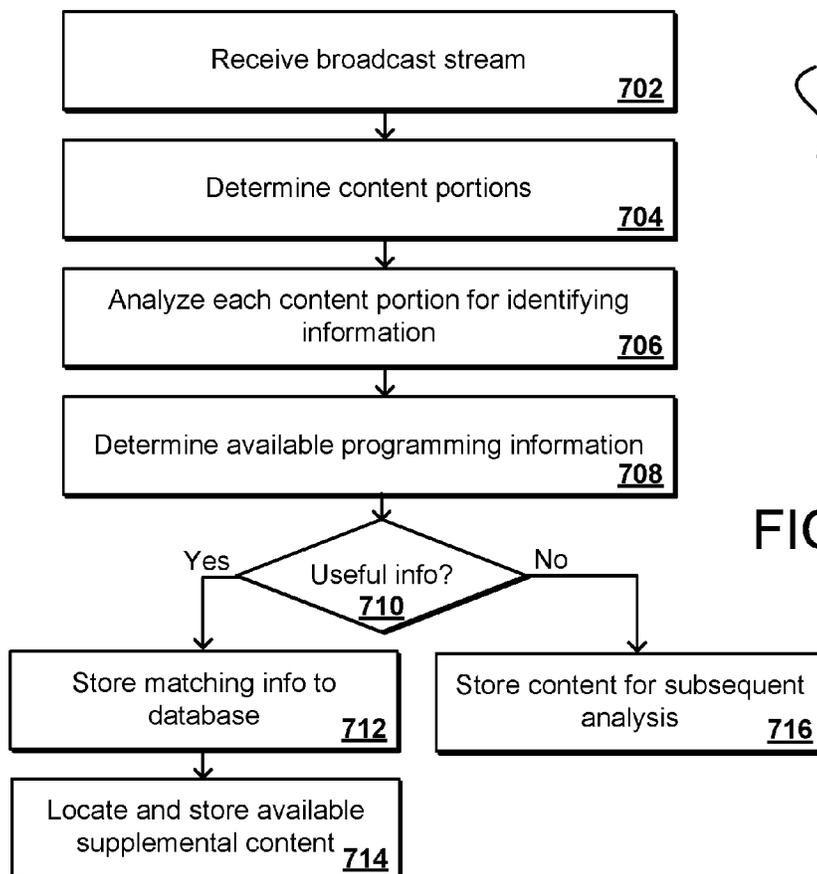
600, 602

FIG. 6



700

FIG. 7(a)



750

FIG. 7(b)

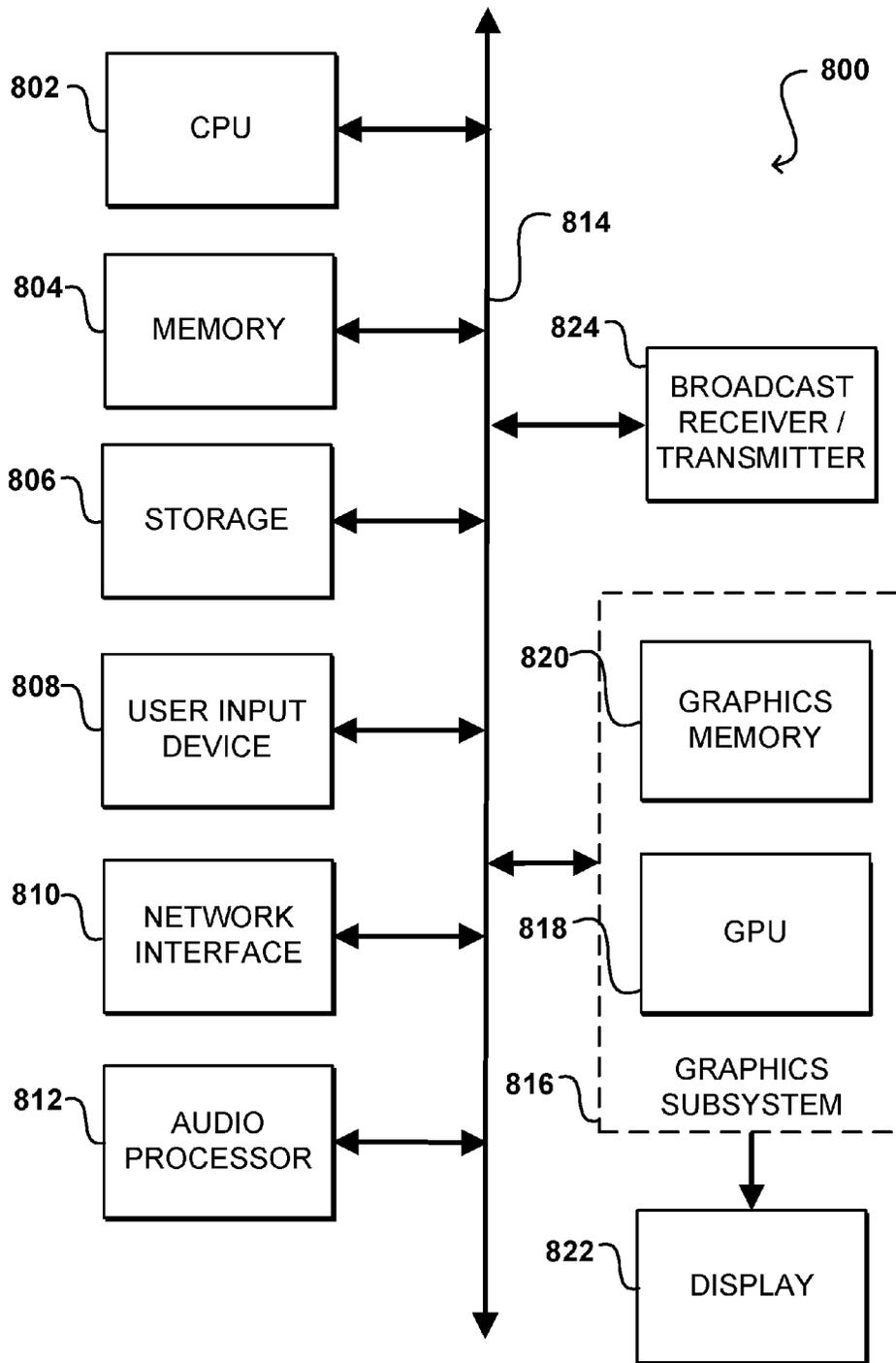


FIG. 8

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MEDIA FINGERPRINTING FOR CONTENT DETERMINATION AND RETRIEVAL

CROSS-REFERENCES TO RELATED APPLICATIONS

This application is a continuation application of U.S. application Ser. No. 12/752,979, filed Apr. 1, 2010, which is hereby incorporated by reference in its entirety for all purposes.

BACKGROUND

Today's consumers are exposed to increasing varieties and amounts of information from an increasing number of sources. Many times, a consumer will have a television or other source of information playing in the background while performing another activity, such as reading an electronic book, texting a friend, or playing a game on a handheld device. Other times, a user may simply be walking back in forth from a room in which audio or video content is being played. Since the user is not paying complete attention to the media being played, the user might only return his or her attention to the media when there is something of interest presented, such as a commercial, intense action scene, song of interest, etc. If the user was not paying attention to the media, the user might not know exactly what it going on. In the case of a commercial, for example, the user might turn his or her attention to the commercial towards the end of the commercial when it is too late to determine the product or service being advertised.

In other cases, a user might be focusing his or her primary attention on an audio or video presentation, but might want to determine information pertaining to that presentation. For example, if a commercial for an item is on the screen then the user might want to find out other information about that item, such as where the item is sold or how much the item costs. If a user is watching a movie, the user might want to know the name of the actor in the current scene, where the scene takes place, or what type of shirt the main actor is wearing. While a user can attempt to locate the information by performing a Web search or using other such approaches, the consumer often will not have a paper and writing instrument available to take the necessary notes, and might not have enough detailed information to write down anyway. If the consumer is not able to take notes right away, the consumer might forget details about the presentation, or even what was interesting in the presentation in the first place.

BRIEF SUMMARY

Systems and method in accordance with various embodiments address at least some of these and other deficiencies in conventional approaches to identifying, locating, and/or accessing supplemental content or relevant information pertaining to media presentations. In particular, various embodiments enable a user to capture information about a video presentation, such as by recording an audio and/or video segment of the presentation using an appropriate user device. The video presentation can be any appropriate presentation, such as a live television broadcast, an on-demand movie, video content rendered from a physical medium, etc. The user can cause a request to be submitted to a remote system or service, for example, to attempt to identify or obtain additional information about at least one aspect of the video presentation.

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For example, a user might capture information about a commercial for a particular product. In response, a system identifying the commercial can send the user information such as product information, specifications, or pricing, as well as links to a manufacturer website or a location where the user can purchase the product. In another example, a user might capture information about a scene in a movie. In response, a system identifying the movie can send the user information such as the title and year of the movie, actor information, information about products in that scene, or other such information. The system can also provide the user with the ability to obtain a copy of the movie, such as providing a link to the movie or pushing a version of the movie to an identified device. Various other examples are described below in relation with the various embodiments.

In one approach to providing supplemental content, a request is received from a user that includes audio and/or video data recorded from a video presentation by a user device. The captured media file, or information corresponding to the file, is compared with stored instances of media data to attempt to locate a match for the captured media file. At least a portion of the instances of stored media data each correspond to identified video content, such as a particular movie, program, or commercial. If a match is located, supplemental information can be determined or located that corresponds to the identified video content. This supplemental content then can be provided to the user, either via the user device or another designated device. The supplemental content can include any appropriate content, such as advertising information, product information, trivia information, purchasing information, download information, a media file, search results, or an address or link to related content.

The matching process can use any appropriate technique for matching content. In one embodiment, an audio fingerprinting process is used to match audio recorded from a video presentation with information stored in a database. Other appropriate techniques can be used as well. The media file can include content recorded just prior to the user activating a capture option, such that the media file might include multiple segments of content. The matching process can divide these segments and attempt to match each segment. The matches then can each be provided to the user, or the user can be provided with an option to select one of the matches. Various other types information can be used with the matching process as well, such as an approximate geographic location from which the request was sent, a timestamp received with the request, or a source of the video content.

A database of content useful for matching ("matching content") can be generated in part by receiving identifying information and supplemental content from various providers or other sources of the content, and storing this information to the database according to a specified schema, etc. Matching content can also be generated by receiving broadcasts, streams, or other sources of media content, and automatically analyzing that content to attempt to determine identifying information. For example, a broadcast stream can be segmented into related segments of content (e.g., programs or commercials) and each of these segments (or at least selected segments meeting at least one criterion) can be analyzed for identifying information. The content can be analyzed using processes such as audio fingerprinting, image recognition, optical character recognition, voice recognition, closed caption information detection, etc. For identified content, the system can attempt to locate supplemental content, such as by looking at related media, performing content searches, etc. The database also can store

relationships between segments that were broadcast adjacent to each other, such as commercials broadcast during a particular event, such that a user can identify content at around the time the user captured the media information, even if the user was able to capture information over a period of time that may or may not have included the desired content.

Various other aspects and approaches should be apparent to one of ordinary skill in the art in light of the teachings and suggestions contained herein.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments in accordance with the present disclosure will be described with reference to the drawings, in which:

FIG. 1 illustrates a variety of user devices that can be utilized in accordance with various embodiments;

FIG. 2 illustrates an environment in which various embodiments can be implemented;

FIG. 3 illustrates an example process for determining supplemental content corresponding to user-captured content in accordance with one embodiment;

FIG. 4 illustrates a first example display of supplemental content in accordance with one embodiment;

FIG. 5 illustrates a second example display of supplemental content in accordance with one embodiment;

FIG. 6 illustrates an example display wherein a user is able to select the intended content in accordance with one embodiment;

FIGS. 7(a)-7(b) illustrate processes for populating a database with matching information and supplemental content that can be used in accordance with various embodiments; and

FIG. 8 illustrates components of an example device that can be used to perform aspects of the various embodiments.

DETAILED DESCRIPTION

Systems and method in accordance with various embodiments provide for the identifying, locating, and/or accessing or supplemental content relating to media presentations. In particular, approaches in accordance with the various embodiments utilize a process such as video and/or audio fingerprinting to identify content being presented through at least one electronic device. A user can record, capture, or otherwise store audio, image, and/or video information that can be used to determine at least an identity of a specified piece of media. Various embodiments can identify other aspects as well, such as a version of the media or time marker in the media presentation. Based at least in part upon this information, a consumer “tagging” a particular instance of media content can receive any of a number of types of information or content relating to that media. A consumer also can be presented with various other options, such as to purchase or download a version of that media or one or more items related to that media. Various other alternatives are possible within the scope of the various embodiments.

FIG. 1 illustrates an example environment **100** wherein a consumer is watching a video program displayed on a display device **102**, such as a television, computer monitor, or video screen, among others. The display device **102** typically will provide a video image as well as a corresponding audio signal, although other devices can be utilized that only utilize still images, audio, or video content. The consumer might have any of a number of other electronic devices within an audible or viewing range of the display

device **102**, such as at least one stationary component **104** connected to the display device, such as a video player, gaming system, or set top box. Further, the consumer might have devices such as a cell phone **106**, portable gaming device **108**, personal data assistant (PDA) **110**, or any of a number of other such computing or electronic devices.

At least one of these electronic devices can have the ability to capture information about the media being presented through the display device **102**. For example, an electronic device might have a video camera operable to capture a video segment, or at least one or two frames, of content displayed on the display device. Another device might have digital recording circuitry such that the device can capture audio information corresponding to the presented media over at least a minimum period of time, such as at least 2, 5, or 10 seconds. For directly connected devices, the audio feed can be directly (via analog to digital (A2D) or pure digital) monitored by a module or application of the device. For portable devices, a microphone or other such media capturing element can periodically, continually, or at selected times sample or capture the audio (and/or video or images) of the broadcast. The electronic device can also include at least one output mechanism, such as a network connection or output port, enabling the electronic device to provide information about the captured content to an external system or service.

For example, consider the environment **200** of FIG. 2. In this example, the user device is able to connect to a remote server **208** (or other such system, service, or device) via a connection to at least one network. The network can be any appropriate network or combination of networks, such as a cellular network, broadband network, an intranet, the Internet, a private peer-to-peer network, etc. The user device **204** can be connected to the network using a direct network connection, such as a cellular or Wi-Fi connection, or can connect to the network via one or more intermediate devices, such as a docking station or home computer. The user device **204** can cause information about the captured content to be uploaded to the remote server, whereby the server can attempt to match the information against information stored in at least one data repository **210** or other such storage location. As should be understood, there can be one or more servers at different levels connecting to one or more data sources, such as a web server, application server, and/or search server connecting to at least one database to obtain information for the content and/or the consumer. In addition to at least one server **208** and at least one database **210**, a supplemental content provider, media matching service, or other such entity can utilize any of a number of additional components and applications known or subsequently developed for such purposes. For example, a matching service can be configured to receive Web service requests, which are received by at least one router and/or Web server to direct each request to an application server or other such component for processing each request. At least one application server can execute instructions to provide at least one module, such as a recognition module or other such component, for identifying content, such as advertising, and selecting corresponding supplemental content, such as additional advertising or product information.

In various embodiments, a content provider such as a broadcaster **212** or an advertiser **214** can provide information about specific instances of content, which can be parsed, analyzed, or otherwise processed as discussed elsewhere herein and stored to a database **210** for subsequent content matching and other such purposes. The advertiser **214** (and any other appropriate content provider) also can provide

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information to the various broadcast systems **212**, or other such broadcasting entities, which can cause the content to be broadcast (as a commercial or as product placement within or overlaying programming) or otherwise transmitted and received by the broadcast receiving and/or playing device **202**. Any appropriate components or systems can be used for the purposes of transmitting and/or receiving broadcast signals as known or subsequently developed in the art. The broadcast receiving and/or playing device can include one or more components operable to receive and decode the broadcast signal, as well as to display or otherwise convey the content. Such a device can include at least one of a set top box, television, satellite receiver, analog or digital audio receiver, radio, video game console, media player, or other such component. Further, while an over-the-air broadcast example is shown, it should be understood that any other broadcasting approach such as digital cable, radio waves, or satellite communications can be used as well within the scope of the various embodiments. Any broadcast of content such as video, television, or radio broadcasts of any type can be used in accordance with various embodiments.

If a match is located, information corresponding to the match can be transmitted to the user. In embodiments where the user captures the information with a computing device such as a smart phone, information such as the identity of the content can be transmitted to the device itself, such that the user can obtain the information on the same device that was used to capture the content. In other embodiments, the information might be sent to another device by the user, as might be specified by the user or otherwise determined. For example, a user might capture the content with a cell phone, but wish to receive results via email or another appropriate mechanism to a home computer, whereby the user can access information such as related websites, product pages, etc. In other embodiments, the information might be transmitted to a cable box or digital video recorder (DVR) to schedule a recording of the next occurrence of that program for the user. In still other embodiments, the user might have the information transmitted to a gaming console, portable media player, or other such electronic device that is able to download or otherwise access specific content corresponding to the identified media. In some embodiments, the user can select the device to receive the content at approximately the time that the information is captured and/or uploaded for analysis. For example, a user interested in a program being displayed might cause the results to be sent to a DVR, whereby the DVR can automatically record the next instance of that program, while a user interested in a shirt an actor in the program is wearing might cause the information to be sent to a home computer, whereby the user can follow or select certain information about the content. The user also can specify, in some embodiments, the type of information to be retrieved, such as a copy of the content, information about a product being displayed, actor or other program-specific information, etc. Any appropriate interface for selecting such information can be used as would be apparent to one of ordinary skill in the art in light of the teachings and suggestions contained herein.

FIG. 3 illustrates an example process **300** for matching content captured by a user that can be used in accordance with various embodiments. In this example, the captured media file (e.g., audio, video, and/or one or more images) is received from the user **302**. In some embodiments, the captured media file can be at least partially analyzed on the user device, such that information such as matching information or other identifying data can instead be received from the user device. The received media file can be

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analyzed **304**, such as to extract or generate hash values or other such identifying characteristics. Information for the analyzed media file (e.g., hash information) can be compared against comparable information stored in at least one database **306** or other such location. In certain embodiments, an audio fingerprinting process is used to compare audio information captured by the user with audio information stored in the database. Whether the user captured audio and video or image content, or audio content alone, for example, the audio portion can be analyzed to attempt to determine the content that was captured by the user. Approaches to audio fingerprinting are described, for example, in U.S. Pat. No. 7,549,052, issued Jun. 16, 2009, entitled "Generating and Matching Hashes of Multimedia Content," which is hereby incorporated herein by reference.

If a match is located using the database **308**, corresponding content (referred to herein as "supplemental content") can be determined and/or located for the matching content **310**. For example, if the captured content is determined to be a commercial for a product, the supplemental content can include information such as a name of the product and/or manufacturer, a digital copy of the commercial, a link or other navigational element to locate information for the advertisement (e.g., a website for the product), or other such content. If the captured content corresponds to a television program, the supplemental content can include information such as identities of the actors or locations included in the program, a location to access or download a version of the program, etc. Various other types of supplemental content can be provided as well as discussed or suggested elsewhere herein. Any located supplemental content can then be provided to at least one designated device or location **312**, such as by sending information to the requesting user device, sending a version of the program to an identified media player or other such device, generating a page of information and providing a link accessible by a user, etc. In some embodiments, the user can identify or otherwise selection the type of supplemental content to be received, a location to send the content, and other such information.

If no match is located in the database, at least within a threshold level of confidence or other such matching accuracy criterion, information in the captured media file can be further processed in an attempt to locate useful information **314**. For example, the captured content can be analyzed using voice or image recognition, optical character recognition (OCR), or any other appropriate approach discussed elsewhere herein in an attempt to determine any useful aspect of the captured content. For example, an OCR process can automatically detect the presence of a web address (e.g., a URL) in a commercial, and can at least provide the web address or a link to the user whether or not the system can otherwise match the content. If useful information is located **316**, that information can be provided to the user in any of the ways discussed above **312**, such as to send any information about the content to the user. For example, the system might not be able to exactly match a commercial, but based on closed captioning content and image recognition might be able to determine that the content was a commercial for a particular type of shoe, and can provide at least that much information to the user. In some embodiments, this information can be fed back into the image matching algorithm to attempt to increase the confidence score of at least one of the results. For example, there can be longer and shorter versions of the same commercial that might not initially match within a given confidence level, but based at least in part upon the additional determined information the confidence score might be increased

such that a likely match can be determined. If no useful information can be determined, or if the useful information does not result in finding at least one match, the information for the captured content can be stored for subsequent analysis 318, such as after a broadcaster provides another batch of content or after the system has a period of time to build information in the database, etc. In some examples, the user might record content corresponding to a live broadcast, such as of a sporting event or other real-time performance. In such an instance, as may be determined at least in part upon the channel and/or timestamp provided with the captured information, the matching service might store the information in a special queue or other location until the system is able to analyze the broadcast and provide appropriate matching information and/or supplemental content. The system also can use other information, such as the IP address or other location-related information, in order to attempt to narrow the search window with respect to broadcasts in a certain area (such as for a local sporting team).

FIG. 4 illustrates a first example 400 of a display of supplemental content 402 that can be provided to a user in response to the user uploading captured media information. In this example, the user captured media content corresponding to an advertisement for a vehicle. The user can, in response to capturing the media, receive information indicating that the media corresponded to a commercial, and information identifying that which was being advertised in the commercial 404, here a particular vehicle. The supplemental content can include any appropriate type of information, such as one or more images of the vehicle being advertised, specifications about the vehicle, instructions or links to access a version of the advertisement or related advertisements, links to a website for the vehicle manufacturer, contact information for the local dealer, etc. In some embodiments the user will receive a first display of content 402, which can include basic identifying information, and can receive or otherwise be provided with at least one option 406 to obtain additional information or access additional content. In some embodiments this can be a hyperlink or other navigational element to access more detailed information, while in other embodiments this can be a request sent back to the matching server or service, etc., to obtain additional information available about the content. Various other options can be provided as well as should be apparent in light of the teachings and suggestions contained herein.

FIG. 5 illustrate an example 500 of another display 502 of supplemental content that can be provided to a user in accordance with various embodiments. In this example, the user captured content corresponding to a particular movie. In response, the user can receive information 504 corresponding to the movie, such as actor or director information, year of production and studio information, images of scenes from the movie, etc. The user can also receive at least one selectable option 506 to download, purchase, or otherwise obtain a version of the movie. As discussed, in some embodiments the movie can be manually or automatically downloaded to a separate device, such as a computer or media recorder. In other embodiments, the user can select a hyperlink to navigate to a webpage or other location wherein the content can be streamed, downloaded, or otherwise accessed.

As discussed, in some cases the user might have captured content that included more than one instance of content, or have captured content just after a previous instance of content completed. FIG. 6 illustrates an example of a display 600 that could be presented to a user in such a situation. For example, a user could have captured media that included the

end of a scene of a movie, as well as the beginning of a commercial shown during that movie. In this case, the user can be presented with options 602 identifying each match that was determined for a portion of the captured media file, and the user can select the content which was of interest to the user. In some embodiments, this selection can cause another request to be sent to the matching system or service, which can provide more detailed information or content corresponding to the user selection. Various other types of screens, inputs, and content can be provided or utilized within the scope of the various embodiments as should be apparent to one of ordinary skill in the art in light of the teachings and suggestions contained herein.

Various processes can be used for obtaining the content matching information, as well as the supplemental content corresponding to that media. As discussed, media stored for matching purposes can include any appropriate information such as audio content, image content, video content, textual content, value ranges, hash values, etc. This content can come from any appropriate source, such as a provider of the content, a broadcaster or advertiser of the content, a service that provides matching content, etc. In other embodiments, or where information for particular media content is not provided, systems and services can analyze broadcasts or other transmissions or performances in order to determine information for various media content and build up one or more databases useful for content matching.

For example, FIG. 7(a) illustrate a first example process 700 for building a database using information received from a content provider or other such source that can be used in accordance with various embodiments. As should be understood, the various processes discussed herein can be performed using additional, fewer, or alternative steps, in varying orders or in parallel, unless otherwise specified, within the scope of the various embodiments. In this particular example, information about media content is received from a content provider such as a broadcaster or an advertiser 702. For example, a broadcaster might provide a content matching service with a copy of an audio or video portion of a program. In some embodiments, this copy is a full resolution or other such copy of the program, while in other embodiments the copy can be a lower resolution or compressed version of the program. In other embodiments, the information about the program is not a true audio or video file, but includes data that can be correlated to that program, such as hash values for a segment of the program. In another example, the broadcaster might provide frequency or Fourier transform data about a program, analytical or matching data for distinctive portions of the program, or any other appropriate information that can be used to match the program to the user-captured content. Similarly, an entity such as an advertiser can provide information for audio and/or video advertisements, etc.

An application server or other appropriate computing or processing device, system, or service can receive and analyze the media content received from the provider to determine "matching" information 704, such as hashes or audio fingerprint values, if not already received from the provider. In some embodiments, the system can analyze the media content even if the provider included hash values, etc., in order to ensure accuracy or other such aspects. Once sufficient matching information is determined, the matching information can be stored to an appropriate database 706 or other such storage location. Once the matching information is determined, or at any other appropriate time in the process, the system can extract, parse, or otherwise determine supplemental content received from the provider (or

other source) that corresponds to the media content **708**. In some embodiments, this can involve parsing an XML document or similar file according to specified tags to extract specific information about the content. In some cases, manual entry of received information into the database can be required. The supplemental content, or information identifying or pointing to the supplemental content, for example, can be stored to an appropriate database for subsequent access when user-captured information matches the corresponding media content. As should be understood, the matching information and supplemental content can be stored in the same, similar, or different databases or storage locations within the scope of the various embodiments.

As discussed, a matching system or service also can desire to match content that was not specifically provided by a broadcaster or other such source. In various embodiments, as discussed above, a matching service or other such entity can monitor broadcasts from any of a number of different broadcasters, using over-the-air (OTA) signals, cable or broadband signals, or any of a number of other appropriate broadcast signals or transmissions. FIG. 7(b) illustrates a second portion of a process **750** for building a content matching database that can be used in combination with, or separate from, the process of FIG. 7(a). In this example, a broadcast stream or other transmission of media content is received **702** by at least one component in communication with the matching service, or a database utilized by the matching service. The media content is analyzed to attempt to determine unique, or at least unrelated, segments of the broadcast or transmission **704**. In some embodiments, one or more algorithms can be used to attempt to break each broadcast into separate segments, such as scenes of a program, advertisements between program segments, etc.

The content segments can each be analyzed using any of a number of different approaches to attempt to determine identifying information **706**. For example, a system can first compare a segment with information in the appropriate database to determine whether if the same, or a substantially similar, segment has previously been identified. If not, the system can attempt to analyze the contents of the media segment using any appropriate technique, such as optical character recognition (OCR) to analyze any writing or characters present in the video portion, voice recognition to attempt to analyze any spoken or verbal information in the audio portion, facial recognition to attempt to determine the identity of a character in the media portion, image recognition to attempt to identify any item shown in the media segment, or closed caption or alternative channel analysis to attempt to capture and/or interpret any other information associated with that content segment. Any appropriate information obtained from the media segment can be used to attempt to identify at least some aspect of the content. For example, a commercial might have the name of the product, or at least the name of the advertising company, that can be identified using OCR or a similar technique. In other embodiments, a logo or other graphic might be displayed that can be recognized or otherwise identified. In yet other embodiments, a jingle or sound clip might be identified that is associated with a particular company, etc. Any such information can be used to identify at least an aspect of the media clip. The matching system also can receive and/or access programming information for various broadcasts, either from the broadcaster or a third party. The system then can attempt to determine and or correlate programming information with the program segments extracted from the broadcast stream at a particular time **708**.

If the system was able to locate identifying or otherwise useful information **710**, for example, the media content and/or matching information for the identified media content can be stored to at least one database for subsequent matching, analysis, and/or retrieval **712**. The system can also attempt to locate and/or store supplemental content corresponding to the identified media content **714**. In some embodiments, the system can search for information relating to the content using any appropriate source, such as an Internet search engine, etc. In some embodiments, the system can execute at least one search using any potential keywords extracted from the content, such as product names or other detected words. For example, if the advertisement is for a medicine, and the commercial lists symptoms and indicates that the user should “consult a physician,” then the system can search on the symptoms, the word “physician,” etc. In some embodiments, the system can monitor which results are ultimately selected or viewed, and can store these as supplemental content for that identified media content. Where possible, the system can attempt to link media information to related media analyzed by the system. Various other approaches to locating supplemental content can be used as well. If no (or very little) useful information is obtained, the content can be stored in some embodiments for subsequent analysis **716**, such as at one or more later times when more information might be available. In some embodiments, unidentified content is only analyzed and/or stored for a certain period of time or number of attempts, etc., before being discarded or otherwise removed from consideration.

An added benefit to many such approaches is that additional information can be obtained as well that can be desirable to provide to a user. A copy of movie provided by a broadcaster or production company, for example, might include additional information such as actor information, identification of locations where specific scenes were shot, trivia information relating to the movie, or any of a number of other types of information disclosed or suggested herein. For media that is not provided with information but that is instead captured or otherwise obtained, however, such information typically will not be provided with the media. In such a situation, processes such as image recognition, voice recognition, etc., can be useful in obtaining additional information that can be provided to a consumer. For example, it might be possible to not only identify a product shown in an advertisement, but also the identity of an actor in the commercial or a song being played in the background. Various other types of information can be determined as well within the scope of the various embodiments.

When a consumer captures media content, it is possible, however, that the consumer did not actually capture the media content of interest. For example, a consumer might see a commercial of interest but by the time the consumer locates or maneuvers to the electronic device and activates a capture mechanism, it is possible that the commercial or other content of interest is no longer being displayed. Systems can methods in accordance with various embodiments can handle this in a number of different ways. For example, services recording broadcasts can track, at least for a period of time, the content that is contained in the broadcast. If a user captures content during a specific commercial, as can be determined by the content and the approximate time at which the content was captured, the system can determine one or more media segments that were broadcast before the captured segment. The system then can provide the user with an option to select the media content

of interest that the user intended to capture, such as was described with respect to FIG. 6.

In another embodiment, the device capturing the media segment can be configured to continually capture, sample, or record a signal (audio and/or video) around the device, or contained in a broadcast for directly connected devices. The device can cache or store a loop of recently recorded information, such as was captured over the last 10-20 seconds or another appropriate period of time. After that period of time, the data is discarded such that only data for the most recent period of time (e.g., the most recent 10 seconds of data at any time) will be stored on the device. The data cache acts like a "sliding window" with respect to time, where the window is configured to represent the most recent period of data, and the data corresponding to the window is continually updated (the window "slides" forward with respect to time) in order to represent the most recent data. Since a user will almost always activate the capture after an item of interest has been broadcast, caching or otherwise temporarily storing the content over a period of time just prior to the activation can be likely to include at least a portion of the content that was of interest to the user.

In one embodiment, a user is able to press a button or otherwise signal interest in the media, which essentially causes the device to capture a snapshot of the data currently represented by the sliding window and stored in the corresponding buffer or cache. In some embodiments, data for a period of time after the users presses the button (or otherwise signals interest) is also captured, such that a total window of interest is generated that includes data in the buffer extending backwards in time per the sliding window, as well as a few seconds of data subsequent to the time of the user action. The total window of interest thus surrounds the time of the user's action (e.g., hitting a button) to include data from before and after the action. The data in the total window of interest can be combined with at least one timestamp corresponding to the time of user action. This data can then be sent to a server or analyzed as described elsewhere in the draft. If the user expresses an interest in some advertisement or product placement in the broadcast stream, as based at least in part upon the timestamp, an appropriate module of the user device can cause information for the recorded audio, as well as the corresponding timestamp, to be transmitted to the matching service.

In an embodiment with a connected device such as a gaming console, the gaming console can continually record information being broadcast over one or more stations, such as a currently viewed station, and pre-buffer or otherwise store a constantly updating recently-broadcast period of information. The user can activate a capture or matching process by selecting or otherwise performing an input action, such as by pressing a button on a gaming controller or selecting an input on a remote controller, etc. The gaming console can be connected to a network such as the Internet, and can send a hash (or other representation of the recording) to the matching service. As mentioned, the matching service typically will have been primed with the fingerprints of the audio for certain programming, advertisements, and product placements, for example, and can attempt to locate a match. As mentioned, the timestamp can be used to assist in matching content where the service has access to various broadcast feeds and the media was captured from a broadcast feed. If multiple media segments are included within the captured time period, the user can receive information for each or an option to select to receive information for at least one of those segments. In this example where the gaming console is connected to the network, the supplemental

content can be pushed onto the console in some embodiments for current display or subsequent retrieval, etc.

In some embodiments, the user can have an application (e.g., an "app") stored on a computing device, such as a smart phone or portable media player, that is able to direct the capture of audio and/or video information, or at least access captured media information, and analyze at least a portion of the media information such that the user device does not have to upload large amounts of data to a central server or other such location. Further, use of such an application can enable a user to set preferences or specify other such information that can be used to determine information such as the types of information to retrieve, devices to receive the supplemental content, and other such aspects.

FIG. 8 illustrates an exemplary hardware system suitable for implementing a device in accordance with one embodiment. This block diagram illustrates a computer system **800**, such as a personal computer, video game console, personal digital assistant, or other digital device, suitable for practicing an embodiment of the invention. Computer system **800** includes a central processing unit (CPU) **802** for running software applications and optionally an operating system. CPU **802** may be comprised of one or more homogeneous or heterogeneous processing cores. Memory **804** stores applications and data for use by the CPU **802**. Storage **806** provides non-volatile storage and other computer readable media for applications and data and may include fixed disk drives, removable disk drives, flash memory devices, and CD-ROM, DVD-ROM, Blu-ray, HD-DVD, or other optical storage devices, as well as signal transmission and storage media. User input devices **808** communicate user inputs from one or more users to the computer system **800**, examples of which may include keyboards, mice, joysticks, touch pads, touch screens, still or video cameras, and/or microphones. Network interface **810** allows computer system **800** to communicate with other computer systems via an electronic communications network, and may include wired or wireless communication over local area networks and wide area networks such as the Internet. An audio processor **812** is adapted to generate analog or digital audio output from instructions and/or data provided by the CPU **802**, memory **804**, and/or storage **806**. The components of computer system **800**, including CPU **802**, memory **804**, data storage **806**, user input devices **808**, network interface **810**, and audio processor **812** are connected via one or more data buses **822**.

A graphics subsystem **814** is further connected with data bus **822** and the components of the computer system **800**. The graphics subsystem **814** includes a graphics processing unit (GPU) **816** and graphics memory **818**. Graphics memory **818** includes a display memory (e.g., a frame buffer) used for storing pixel data for each pixel of an output image. Graphics memory **818** can be integrated in the same device as GPU **816**, connected as a separate device with GPU **816**, and/or implemented within memory **804**. Pixel data can be provided to graphics memory **818** directly from the CPU **802**. Alternatively, CPU **802** provides the GPU **816** with data and/or instructions defining the desired output images, from which the GPU **816** generates the pixel data of one or more output images. The data and/or instructions defining the desired output images can be stored in memory **804** and/or graphics memory **818**. In an embodiment, the GPU **816** includes 3D rendering capabilities for generating pixel data for output images from instructions and data defining the geometry, lighting, shading, texturing, motion, and/or camera parameters for a scene. The GPU **816** can

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further include one or more programmable execution units capable of executing shader programs.

The graphics subsystem **814** periodically outputs pixel data for an image from graphics memory **818** to be displayed on display device **820**. Display device **820** can be any device 5 capable of displaying visual information in response to a signal from the computer system **800**, including CRT, LCD, plasma, and OLED displays. Computer system **800** can provide the display device **820** with an analog or digital signal.

In accordance with various embodiments, CPU **802** is one or more general-purpose microprocessors having one or more processing cores. Further embodiments can be implemented using one or more CPUs with microprocessor architectures specifically adapted for highly parallel and computationally intensive applications, such as media and interactive entertainment applications. 15

Further embodiments can be envisioned to one of ordinary skill in the art from the specification and figures. In other embodiments, combinations or sub-combinations of the above disclosed invention can be advantageously made. The block diagrams of the architecture and flow charts are grouped for ease of understanding. However it should be understood that combinations of blocks, additions of new blocks, re-arrangement of blocks, and the like are contemplated 25 in alternative embodiments of the present invention.

The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense. It will, however, be evident that various modifications and changes may be made thereunto without departing from the broader spirit and scope of the invention as set forth in the claims. 30

What is claimed is:

1. A computer-implemented method of providing supplemental content to a user, comprising: 35
 identifying, by at least one processing device a segment from a broadcast of media content based on an analysis of the broadcast;
 determining, by at least one processing device, that an instance of the segment is not stored in a database, wherein the database stores instances of segments and respective identifying information of the segments; 40
 if identifying information for the segment is available from the analysis of the broadcast, storing, by at least one processing device, the instance of the segment and the identifying information to the database;
 if the identifying information for the segment is not available from the analysis of the broadcast storing, by at least one processing device, the instance of the segment to the database for subsequent content matching analysis for a predetermined period of time or for a number of unsuccessful content matching attempts before being removed from the database; 50
 receiving, by at least one processing device, media file information captured from a video presentation;
 comparing, by at least one processing device, the media file information to the instances of segments stored in the database to find a first match for the media file information;
 if the first match is not found from the database, determining, by at least one processing device, additional identifying information based on an analysis of the media file information and comparing the additional identifying information to the respective identifying information of the segments from the database to locate a second match for the media file information; 65

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identifying, by at least one processing device, video content of the video presentation based on the first match or the second match;

determining, by at least one processing device, supplemental information for the video content; and
 providing, by at least one processing device, the supplemental information.

2. The computer-implemented method of claim **1**, wherein the comparing is performed using at least one of an audio fingerprinting process or an image recognition process. 10

3. The computer-implemented method of claim **1**, wherein the media file information comprises a portion of at least one of audio and video data captured for a first period of time before a user action triggered generation of a request that includes the media file information. 15

4. The computer-implemented method of claim **3**, wherein the media file information further comprises a portion of at least one of audio and video data captured for a second period of time after the user action triggered generation of the request.

5. The computer-implemented method of claim **1**, wherein the supplemental information is provided to a device other than a user device that recorded the media file information.

6. The computer-implemented method of claim **1**, wherein the supplemental information includes at least one of advertising information, product information, trivia information, purchasing information, download information, a media file, or an address or link to related content.

7. The computer-implemented method of claim **1**, further comprising:
 prompting a user device when more than one potential match is determined. 35

8. The computer-implemented method of claim **1**, wherein the comparing includes determining a timestamp received with a request that includes the media file information, and determining video content broadcast at substantially that time.

9. The computer-implemented method of claim **1**, further comprising:

storing information including at least one of the media file information or the additional identifying information; and

if no match is located, determining additional textual content from the media file information and using the additional textual content with one of instances of stored textual content:

analyzing stored information from the database to determine supplemental information to provide for a future request that matches the stored information; and
 including the stored information in the instances of segments. 55

10. The computer-implemented method of claim **1**, wherein the segment corresponds to an advertisement between program segments.

11. The computer-implemented method of claim **1**, wherein the supplemental information includes at least one of identities of actors or locations included in a program.

12. The computer-implemented method of claim **1**, further comprising receiving a request for the supplemental information, wherein the request includes a geographic location, and wherein the geographic location is used in comparing the media file information to segments. 60

13. The computer-implemented method of claim **1**, further comprising: monitoring the broadcast of the media

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content, separating the media content into one or more segments, and identifying the segment from the one or more segments.

14. The computer-implemented method of claim 1, wherein the media content comprises audio and video data.

15. A system for providing supplemental content to a user, comprising:

- at least one processor; and
- memory including instructions that, when executed by the processor, cause the system to:
 - identify a segment from a broadcast of media content based on an analysis of the broadcast;
 - determine that an instance of the segment is not stored in a database, wherein the database stores instances of segments and respective identifying information of the segments;
 - if identifying information for the segment is available from the analysis of the broadcast, store the instance of the segment and the identifying information to the database;
 - if the identifying information for the segment is not available from the analysis of the broadcast, store the instance of the segment to the database for subsequent content matching analysis for a predetermined period of time or for a number of unsuccessful content matching attempts before being removed from the database;
 - receive a media file information captured from a video presentation;
 - compare the media file information to the instances of the segments stored in the database to find a first match for the media file information;
 - if the first match is not found from the database, determine additional identifying information based on an analysis of the media file information and compare the additional identifying information to the respective identifying information of the segments from the database to locate a second match for the media file information;
 - identify video content of the video presentation based on the first match or the second match;
 - determine supplemental information for the video content; and
 - provide the supplemental information.

16. The system of claim 15, wherein the media file information is compared to the instances of segments using at least one of an audio fingerprinting process or an image recognition process.

17. The system of claim 15, wherein the supplemental information includes at least one of advertising information, product information, trivia information, purchasing information, download information, search results, a media file, or an address or link to related content.

18. The system of claim 15, wherein the media file information includes a portion of at least one of audio and video data recorded over a period of time between about 5 seconds and about 20 seconds.

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19. A device for identifying video content, comprising: a processor;

at least one user input capture element operable to receive at least one user input;

at least one media capture element operable to capture at least one of audio and video media information; and

memory including instructions that, when executed by the processor, cause the device to:

- while in a capture mode of operation, continually capture media information corresponding to a presentation of media content using the at least one media capture element, the device buffering the captured media information for at least a recent specified period of time, the buffered media information continually updating with newly captured media information and deleting the buffered media information captured outside the specified period of time;

process the captured media information to determine additional textual content from the at least one of audio and video information;

- in response to activation of the at least one user input, send a request to obtain supplemental information corresponding to the presentation of media content, the request including a portion of the buffered media information, wherein the supplemental information is determined by a server monitoring a broadcast of media content and separating the broadcast of media content into segments of programs or commercials;
- identify a segment from the one or more segments based on analysis of the broadcast;

determine that an instance of the segment is not stored in a database, wherein the database stores instances of the segments and respective identifying information of the segments;

if identifying information for the segment is available from the analysis of the broadcast, store the instance of the segment and the identifying information to the database;

if the identifying information for the segment is not available from the analysis of the broadcast, store the instance of the segment to the database for subsequent content matching analysis for a predetermined period of time or for a number of unsuccessful content matching attempts before being removed from the database;

compare the media information to the instances of the segment stored in the database to find a match; and in response to receiving supplemental information corresponding to the presentation of media content if the match is located, present at least a portion of the supplemental content to the user.

20. The device according to claim 19, wherein the request further includes data based at least in part on captured media information captured for an additional period of time after receiving the at least one user input.

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